CEC Entertainment

Where a Kid can be a Kid

February 2, 2007

# Chuck E. FOCUS



## thought of the week...



> " A wise man will make more opportunities than he finds."
>
> -Sir Francis Bacon

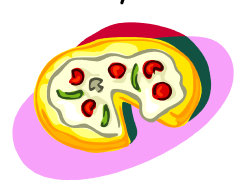
**Inside this issue:**



### Magical Hospitality Thousand Oaks, CA #320
### Western Region ~ Adriana Barragan, Asst. Manager
### Great Leadership From GM ~ Peter Ignacio

I took ten of my daughter's friends to your restaurant on January 20, 2007. It was an impromptu birthday celebration. We had a wonderful time, and I just wanted to mention how professional and courteous the staff was that evening. Every single employee I encountered was sincere, had a great attitude, was accommodating and genuine. What a pleasure to be someplace where the staff goes out of their way to make your kids feel welcome. I know how noisy and crazy your restaurant can get, but the folks working there were unfazed by it all. The manager also was wonderful for what seemed (to me!) to be a very young guy, extremely professional and courteous. Your pizza is also so delicious, I had to take one home for the kids to munch on after they had birthday cake. Thanks to the Thousand Oaks Chuck E Cheese for a great night out for my kids!

C. Healey



## Making Magical Hospitality

## CEC Makes Magic –Peoria, IL #360

# A PRESIDENTIAL VISIT

Tuesday, January 30, 2007, President Bush ate breakfast with a small group of Peoria business owners. News spread quickly that the president had stopped at the restaurant for breakfast. Crowds formed in front of the mall across the street, but no one was allowed in or out of the restaurant while the president was inside. Dozens of people left their offices at the building across the parking lot, hoping to spot him on his way out. After breakfast, the caravan headed out again, with more supporters lining the street to cheer him on, including someone in a **Chuck E. Cheese outfit**.

"Quote from the Peoria Journal Star"

**Magical Hospitality Muskegon, MI #829**

**Midwest Region ~ Patty Leonhardt, Manager**

**Great Leadership From GM ~ Dominique Ornelas**



It was Sat, about 4 p.m., the store was very busy and our church group brought a 4 year old in for a birthday party. We met three good managers, whey were very helpful because they tried to fit us in when they where full of parties. There was no room for 20 people but they said we will try to fit you in, just be patient. We got in about 15 minutes later, when they thought it would be about 2 hours. They were very helpful, cleaning tables and getting high chairs for us. Their names are Patty, Jason, and I believe Mickey. The managers and servers that night were awesome. Good team you have, all of them. They really made it work! Our church was very happy and sends out our gratitude that your workers took the time to help us out.

Thanks again,

Robin Jones on behalf of

Full Life Deliverance Ministries, Muskegon, MI

**<u>CORRECTION</u> - CEC NEWSLETTER FROM 1/26/07**

**The hospitality story on the front cover should have gone to the staff of store <u>#501 Paramus, NJ</u>**

**Thanks to Manager, Neveen Mikael and GM, Jason Braun.**



# WEEK 4

## Compliments

**Week Ending January 28, 2007**

**Midwest Region:**

319, 826, 336, 829, 832

**Western Region:**

390, 311, 371, 320

**Southwest Region:**

2-304, 2-599, 31, 584, 579, 596

693, 889

**Northeast Region:**

448, 481, 965, 938

**Southeast Region:**

## Complaints

**Week Ending January 28, 2007**

**Midwest Region:**

348, 346, 97, 34, 960, 2-475, 334,

831, 873, 872, 961, 345

**Western Region:**

399, 633, 428, 324, 2-462, 377

419, 2-405

**Southwest Region:**

303, 928, 942, 856, 591, 98, 943

572, 566, 708, 558

**Northeast Region:**

448, 485, 755, 651, 2-645, 519, 526

511, 527, 2-101, 452, 763

**Southeast Region:**

966, 381, 84, 545, 602, 2-718, 62,

424, 65, 436

## TOP TEN SALES VOLUME

| LOCATION | | | VOLUME |
|---|---|---|---|
| 1 | #446 | Bell / LA | $99,740 |
| 2 | #418 | Sun Valley / LA | $79,927 |
| 3 | #465 | Torrance / LA | $70,394 |
| 4 | #453 | Ventura / LA | $67,529 |
| 5 | #410 | Sacramento –Arden | $66,659 |
| 6 | #523 | Bronx, NY | $66,584 |
| 7 | #522 | Brooklyn, NY | $66,464 |
| 8 | #456 | Skokie, Chicago | $66,243 |
| 9 | #407 | Corona / LA | $65,469 |
| 10 | #948 | St Louis—St Charles | $65,092 |

## TOP TEN SALES INCREASE

| LOCATION | | % INCREASE |
|---|---|---|
| #426 | Lakeland, FL | 55.8% |
| #034 | Oaklawn / Chicago | 44.6% |
| #121 | Winston-Salem, NC | 44.0% |
| #067 | Metcalf / KC, KS | 42.1% |
| #948 | St.Louis –St.Charles | 40.3% |
| #937 | Amarillo, TX | 34.0% |
| #722 | Orlando-Waterford | 29.6% |
| #376 | Hemet, CA | 29.3% |
| #576 | Lake Jackson, TX | 29.1% |
| #387 | Rocky Mount, NC | 28.6% |

# Tenure Award Program Update

Over the past few months many of you have noticed one major flaw with our Tenure Award web address. It is a very simple fix, instead of typing "www" in front of the web address just enter "cec.incentives.com" with no "www" it will take you directly to our site if you leave those three little letters off. If you have any questions concerning the above information you may contact Erica Briggs at ext. 5448.

Also, you will soon be able to go directly to our Tenure Award Program site from your store! Notification will be sent our as soon as it's up and running.

Hope you're enjoying the new program…We Applaud You!

---

## 175 Jewelry Prize / 100 Bin C – Ring **NOT** Recalled

There was a recall done for a large jewel ring that looks similar to the ring we carry.

**It is not the same ring**.

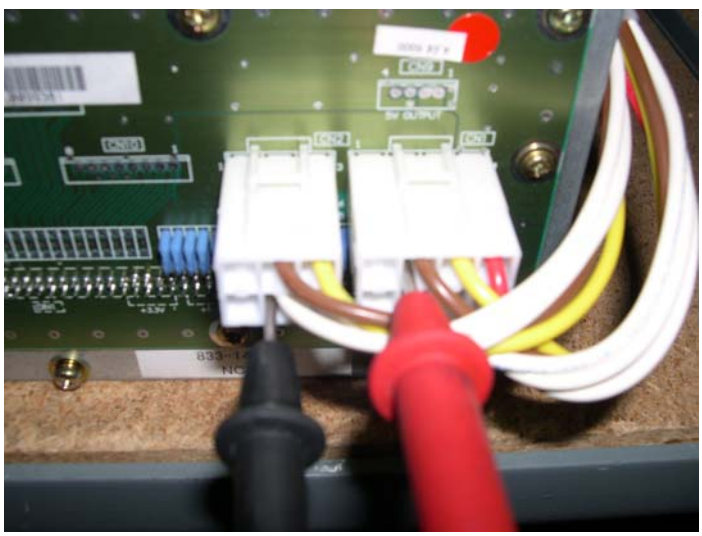


The ring we carry has been tested for lead and does not contain any. If you have any guest concerns please have them contact our Guest Relations Dept, ext 4210.

# Tech Support

To help prevent issues with your Sega Game CPU Boards the following precautions should be taken.

1 The supply voltages should be checked during PM of the game. It's very important that the 5 volt dc supply should never read more then 5.1 volts, any more could cause serious issues to the internal circuit boards. See picture below for best way of checking the 3.3, 5.1 and 12 volt supply voltages. This connector is found on the outside the cage that contains all the game boards. The White wire is the ground reference, the Brown wire is the 3.3 volts DC, the Yellow wire is for the 5.1 volts DC and the Red wire is for the 12 volts DC.



2. It is also very important that while you are doing the PM to the game boards or cleaning them to not flex the boards or bend them in any way. There are IC's on the board that can separate from the board and cause issues with game. Most boards that are sent to Sega for repair have issues related to the board being flexed or bent. Carefully handling the game board will help prevent costly repairs to your game boards.

If you have any questions, please contact the SPT Technical Support department at 785 962 6002.

# Keys to a Healthy Heart

Keeping your heart strong and healthy isn't hard. But, it does take a little effort. Taking care of your heart can pay off in good health for many years to come.

- ♥ **Visit your doctor.** Have regular checkups. Include blood pressure and cholesterol level readings, as appropriate. Talk with your doctor about any risk factors. Discuss any illnesses, ongoing health concerns and family medical history. If you have health conditions such as diabetes, high blood pressure or high cholesterol, carefully follow your doctor's instructions. And, keep him or her informed of any symptoms or changes.

- ♥ **Kick the smoking habit.** Don't put it off any longer. Many serious health risks are related to smoking, including heart disease and elevated blood pressure. Try a quit smoking program or talk with your doctor about aids, such as nicotine gum or patches. Counseling or a support group also may be helpful. Quitting smoking may not be easy. But, your health—and life—depends on it.

- ♥ **Fuel up with good food.** Eat foods that are low in saturated and trans-fats, cholesterol and sodium. But, remember that low in fat doesn't always mean low in calories. So, read nutrition labels carefully. A diet high in fiber can lower cholesterol. Be sure to include foods such as oats and beans in your diet. Fruits and vegetables also can supply fiber. And, they have many heart-healthy vitamins and minerals. If you drink alcoholic beverages, do so in moderation.

- ♥ **Keep your body moving.** Exercise is important for a healthy heart. But, that doesn't mean you need to run marathons. Aerobic exercise such as walking, bicycling or swimming is great for your heart. Choose an activity that is a good match to your fitness level. And, be sure to start slowly. Gradually work up to five days a week, 30 minutes a day. Before beginning any exercise or sports program, talk with your doctor.

- ♥ **Learn to manage stress and anger.** Keeping life free of stress isn't possible. But, you can make changes to the way you react to life's daily challenges. Use relaxation techniques such as deep breathing, gentle stretching or meditation. Look at your daily and long-term priorities. Are your goals realistic? Do your best each day and let the rest go. Eating well and exercising also can help. Make time for good health and good relationships. It will do your heart good.

**Want to learn more about keeping your heart strong and healthy?**
**Call Optum® any time—24 hours every day.**

WORK SMART

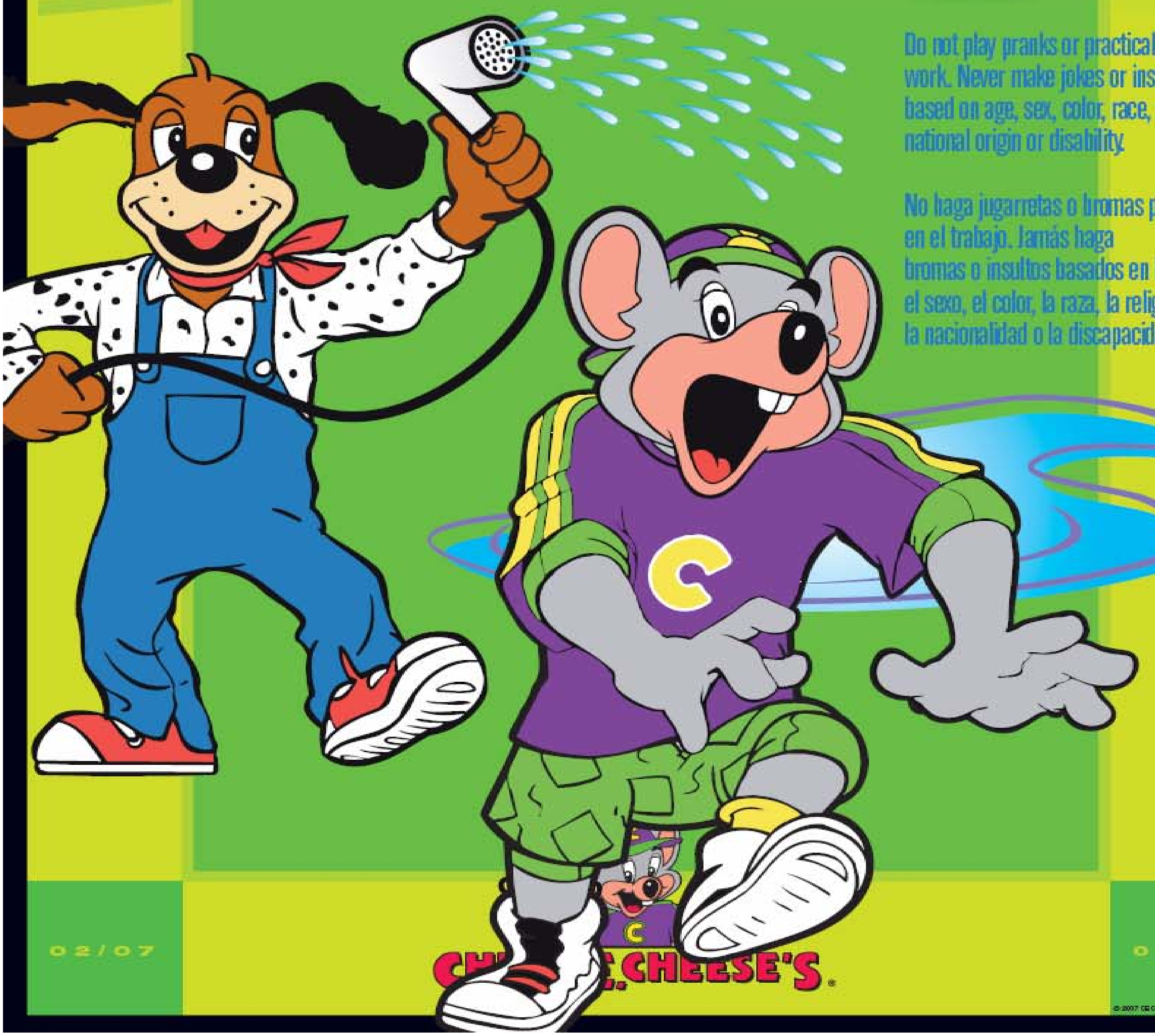
# Stop Workplace Violence

Don't harass or coerce fellow Cast Members. No clowning around.

No acose o ejerza coerción sobre sus compañeros de trabajo. Nada de payasadas.

# Pare la Violencia en el Lugar de Trabajo





Do not play pranks or practical jokes at work. Never make jokes or insults based on age, sex, color, race, religion, national origin or disability.

No haga jugarretas o bromas pesadas en el trabajo. Jamás haga bromas o insultos basados en la edad, el sexo, el color, la raza, la religión, la nacionalidad o la discapacidad.

0 2 / 0 7

# Stop Workplace Violence

# Pare la Violencia en el Lugar de Trabajo



## BACKGROUND INFORMATION

Our workplace should be an enjoyable, rewarding experience. Keeping a happy, professional attitude with our Guests and fellow Cast Members, will make our restaurant a fun and safe place to work.

## INFORMACIÓN PREVIA

Nuestro lugar de trabajo debe ser una experiencia agradable y que nos recompensa. Tener una actitud alegre y profesional con nuestros clientes y compañeros de trabajo, hará que nuestro restaurante sea un lugar divertido y seguro para trabajar.

### What To Do:

- ❑ Treat every Cast Member with respect and dignity.
- ❑ Call people by their proper names. Don't use stereotypes or make-up "playful" nicknames.
- ❑ Think about how your comments or actions may be perceived prior to doing/saying something.
- ❑ If you have any doubts, don't say or do it.
- ❑ Don't harass or coerce fellow Cast Members.

### What To Avoid:

- ❑ No clowning around.
- ❑ Do not play pranks or practical jokes at work.
- ❑ Never make jokes or insults based on age, sex, color, race, religion, national origin or disability.
- ❑ Do not hug or touch co-workers or Guests inappropriately.
- ❑ Hazing or requiring someone to perform a meaningless task as "initiation" is humiliating - don't do it!

### Qué Debe Hacer:

- ❑ Trate a cada integrante del equipo con respeto y dignidad.
- ❑ Llame a las personas por sus nombres propios. No use estereotipos o invente apodos "juguetones".
- ❑ Piense como sus comentarios o acciones pueden percibirse antes de hacer/decir algo.
- ❑ Si tiene cualquier duda, no lo diga o haga.
- ❑ No acose o ejerza coerción sobre sus compañeros de trabajo.

### Qué Debe Evitar:

- ❑ Nada de payasadas.
- ❑ No haga jugarretas o bromas pesadas en el trabajo.
- ❑ Jamás haga bromas o insultos basados en la edad, el sexo, el color, la raza, la religión, la nacionalidad o la discapacidad.
- ❑ Nada de diabluras o travesuras en el trabajo.
- ❑ Las novatadas o requerir que alguien lleve a cabo una tarea sin sentido como "iniciación" es humillante - ¡no lo haga!



CHUCK E. CHEESE'S

CEC Entertainment

Where a Kid can be a Kid

February 9, 2007

# Chuck E. FOCUS



Inside this issue:



## thought of the week...



" An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity."

**Magical Hospitality Lowell, MA #457**
**Northern Region ~ Nancy Ritchie, Manager**
**Great Leadership From GM ~ Edward Bates**

We recently visited your Chuck E Cheese store in Lowell, Massachusetts for my son's 6th birthday party. I have to say that your staff was great from the second we walked in the door. General Manager Ed Bates made my son feel like he was the most special person in the world. It was a Saturday afternoon and the store was very busy but our host Casey kept our party organized and all of the kids (and adults) had an awesome time. Ed came over a few times to make sure everything was okay. He even challenged my son to a game of basketball, he was so excited. I really thought that you should know how impressed we were with Ed and his staff. You should be proud of this location.

Sincerely,

Tifaney Ann

# Making Magical Hospitality

## CEC Makes Magic –North Memphis #971
## Northern Region -
## Great Leadership from GM— Kevin Hutchinson

The very first thing that I want to do is thank the staff at Chuck E Cheese for always providing my family and I with great service all the time (at every store that I've been too). My family and I came in on the 6th of February to celebrate my little girl's 7th birthday. This time was better; the restaurant was very clean, all the employees were extra helpful and very very nice to the kids and my husband and I. The overall experience was excellent. I spoke with the manager at the front door as the children were picking out toys, and I got him to write down the name of the staff from that night; so that I could send a special thanks to Dana, Torriano, Angelo, Anthony, and Bobby, thank you very much for the great times and memories.



**Magical Hospitality Joplin, MO #749**
**Southwest Region ~ Karen Wells, Manager**
**Great Leadership From GM ~ Todd Bell**

My family and I recently visited Chuck E. Cheese in Joplin for a birthday party. Our youngest was turning three and he wouldn't have his party anywhere else, so to Chuck E Cheese we went. This was our second party and the last one was very fun, so we weren't worried about wasting our money. When we got there, we were immediately greeted by our server, Megan. She showed us to our table and even remembered the kids' names from last year. I was really surprised, since we don't go there often. I was very comfortable and knew she would take care of us again, and she did. She made sure we were all happy and even helped us carry our presents to the car. We will surely start going there more frequently, since the service is great and the kids have a blast. Thank you for everything. You are now a favorite to the family and me.




Janice Steerwalt



# WEEK 5

## Compliments

### Week Ending February 4, 2007

**Midwest Region:**

96, 728, 2-826, 931, 832, 844, 738, 340

**Western Region:**

429, 2-311, 447, 353, 443, 333

**Southwest Region:**

13x's 599, 2-749, 570, 732, 416, 580

**Northeast Region:**

488, 625, 457, 470, 7x's 481, 510, 521, 520, 965

**Southeast Region:**

968, 385, 616

## Complaints

### Week Ending February 4, 2007

**Midwest Region:**

348, 58, 957, 958, 331, 327, 836, 563, 340

**Western Region:**

2-318, 404, 339, 446, 465, 367, 311, 308, 2-447, 356, 419, 371, 785, 370, 627, 305

**Southwest Region:**

303, 301, 668, 928, 950, 416, 583, 935, 98 586, 310, 962, 33, 105, 609, 708, 558

**Northeast Region:**

448, 485, 849, 501, 522, 489, 651, 645, 467 480, 528, 476, 494, 496, 556, 533, 628, 2—938

**Southeast Region:**

474, 605, 381, 39, 84, 681, 420, 720, 2-65

## TOP TEN SALES VOLUME

| LOCATION | | | VOLUME |
|---|---|---|---|
| 1 | #446 | Bell / LA | $101,265 |
| 2 | #418 | Sun Valley / LA | $79,371 |
| 3 | #522 | Brooklyn, NY | $74,553 |
| 4 | #453 | Ventura / LA | $74,049 |
| 5 | #523 | Bronx, NY | $73,196 |
| 6 | #591 | Houston/Gulfgate | $70,244 |
| 7 | #377 | Lynwood, CA | $69,239 |
| 8 | #465 | Torrance / LA | $69,097 |
| 9 | #410 | Sacramento-Arden | $68,501 |
| 10 | #420 | Brandon / Tampa | $65,306 |

## TOP TEN SALES INCREASE

| LOCATION | | % INCREASE |
|---|---|---|
| #592 | Houston-Webster | 58.8% |
| #576 | Lake Jackson, TX | 47.8% |
| #589 | Anchorage, AK | 43.7% |
| #591 | Houston/Gulfgate | 37.2% |
| #320 | Thousand Oaks, CA | 33.8% |
| #533 | Wilkes Barre, PA | 31.8% |
| #854 | Grapevine, TX | 28.5% |
| #948 | St Louis/St Charles | 28.1% |
| #732 | Killeen, TX | 28.0% |
| #311 | Las Vegas SE, NV | 27.6% |

# Business Reminders



**Good business practices:**

**It is the policy and practice of CEC to provide and promote Equal Employment Opportunities for all applicants and employees.  It is the responsibility of all employees to ensure that the concepts of equal employment opportunity and non-discrimination are understood, abided by and carried out by everyone.  The goal of CEC"S policy is to maintain a workplace that fosters appropriate conduct among employees and respect for individual values and sensibilities.  In this regard, CEC is committed to each of its employees, and to a work environment that enables employees to be productive workers.**

# CAREER OPPORTUNITY

We currently have an opening for a successful, **Technical Coordinator for Remodel Construction** based at our Support Center in Irving, TX. The responsibilities of this position include:

- Provide on site support for the Project Manager, Superintendent, CEC Operations and CEC Installation teams during the remodel to insure the most difficult stages of remodels (including saw-cutting and show, furniture and games installations) are executed in an organized and efficient manner meeting the CEC expected standard.
- Provide communication from the site to the CEC Construction team and senior management, relative to the contractor's performance prior to the most difficult stages of remodels so challenges may be responded to in a timely manner, minimizing the impact to the Operations and Installation teams.
- Assist in the development and insure the execution of CEC safety standards, and the Construction team's response to operational, construction and architectural plan challenges during remodel construction.
- Provide supplemental communications and follow up support for the Manager of Construction to the CEC Construction Department, Parkway Construction, and the CEC Operations and Installation teams to help insure we execute remodels in a cost effective, organized and timely manner.
- Assist the Manager of Construction by walking and creating punch/adds lists for certain remodel projects.
- Assist the Manager of Construction and the Construction Contractor in the coordination and execution of remodel punch lists and additional items to achieve sign-off in a timely and efficient manner.

Lead the execution and organization of Game enhancements with construction remodels forward from budget approval, including schedule coordination, punch walk-through and sign-off.

Qualifications include:

- Minimum of 3 – 5 years experience in construction remodel in the retail industry, preferably in the restaurant industry. Prior CEC experience helpful. At least one year experience in the mechanical and electrical fields. Must be extremely organized and able to handle multiple projects at one time.
- Proficient with MS Word and Excel.
- High School Diploma required. College degree preferred.

Must have good verbal and written communication skills, good analytical skills, be detail-oriented and have excellent organizational skills. Must have a professional demeanor and be a team player. 70-80% travel required.

Qualified candidates may apply by completing a profile including salary requirements in our CEC Career Center at cec-careers.com. Internal candidates must notify their current supervisor with their intent to apply.

CEC Entertainment is an equal opportunity employer.

Drug free workplace.

# Tech Support

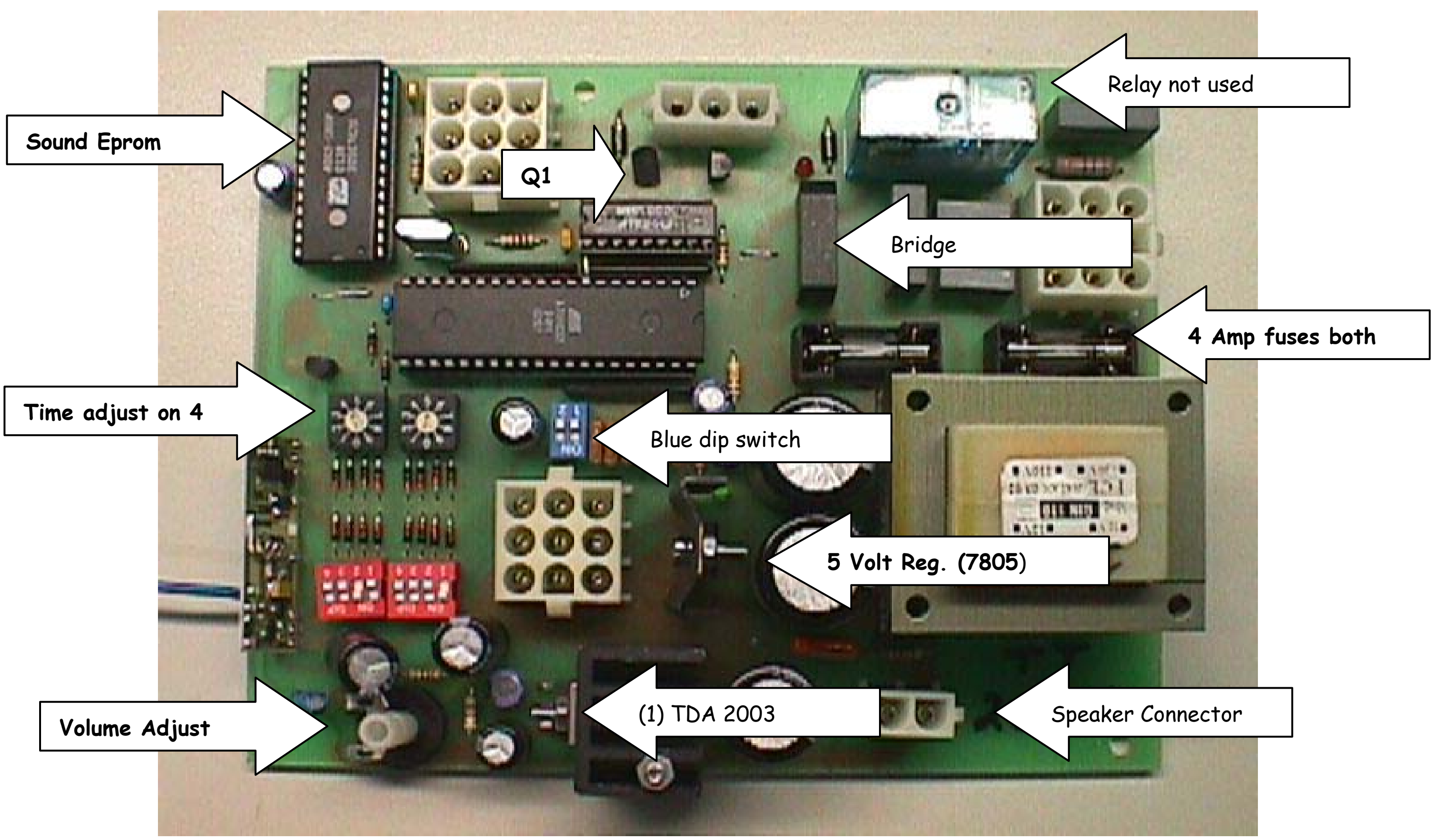
**Memo Park CEC Magician Wand**

The correct part # and price for the wand is MP-000T-30 and cost $79.93.

**Memo Park Tic Toc CPU**

The picture below will illustrate the common items that may fail on your Tic Toc CPU Board which is located either below the cash box or in the back behind the clock.

1. TDA2003 (NTE 1288) is a 10 watt audio amplifier with 5 legs. If you have no audio and everything else is working, this could have failed. Verify first that the speaker and wiring is good, should read 8 ohm resistance at the 2 pin speaker connector on CPU.
2. Red Dip Switches settings should be the one next to the 9 pin connector, 1 on and the rest off. The other should be 2 on and the rest off.
3. Blue Dip switch bank and the two dip switches on the seat belt transmitter PCB must match each other to receive the signal when the seat belt is plugged in.
4. Q1 is for the Coin Meter which is a BC547 which crosses to a NTE123 and if used must be turned 180 degrees opposite the original BC547 transistor.



02/07

# SAFETY STRATEGIES

02/07

WORK SMART

## Stop Workplace Violence

Don't harass or coerce fellow Cast Members. No clowning around.

No acose o ejerza coerción sobre sus compañeros de trabajo. Nada de payasadas.

## Pare la Violencia en el Lugar de Trabajo





Do not play pranks or practical jokes at work. Never make jokes or insults based on age, sex, color, race, religion, national origin or disability.

No haga jugarretas o bromas pesadas en el trabajo. Jamás haga bromas o insultos basados en la edad, el sexo, el color, la raza, la religión, la nacionalidad o la discapacidad.

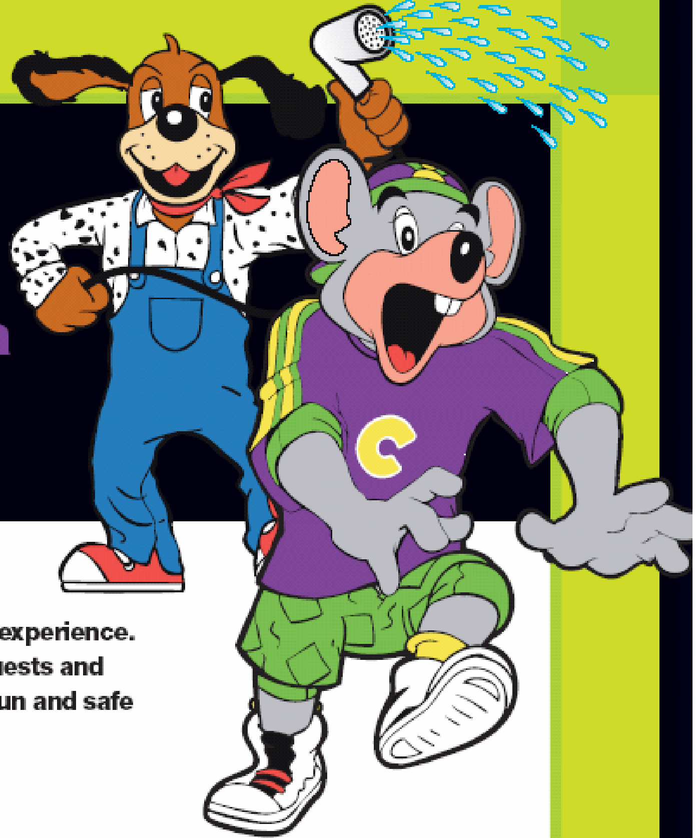
02/07

CHUCK E. CHEESE'S

02/07

# Stop Workplace Violence

# Pare la Violencia en el Lugar de Trabajo



## BACKGROUND INFORMATION

Our workplace should be an enjoyable, rewarding experience. Keeping a happy, professional attitude with our Guests and fellow Cast Members, will make our restaurant a fun and safe place to work.

## INFORMACIÓN PREVIA

Nuestro lugar de trabajo debe ser una experiencia agradable y que nos recompensa. Tener una actitud alegre y profesional con nuestros clientes y compañeros de trabajo, hará que nuestro restaurante sea un lugar divertido y seguro para trabajar.

### What To Do:

- ❑ Treat every Cast Member with respect and dignity.
- ❑ Call people by their proper names. Don't use stereotypes or make-up "playful" nicknames.
- ❑ Think about how your comments or actions may be perceived prior to doing/saying something.
- ❑ If you have any doubts, don't say or do it.
- ❑ Don't harass or coerce fellow Cast Members.

### What To Avoid:

- ❑ No clowning around.
- ❑ Do not play pranks or practical jokes at work.
- ❑ Never make jokes or insults based on age, sex, color, race, religion, national origin or disability.
- ❑ Do not hug or touch co-workers or Guests inappropriately.
- ❑ Hazing or requiring someone to perform a meaningless task as "initiation" is humiliating - don't do it!

### Qué Debe Hacer:

- ❑ Trate a cada integrante del equipo con respeto y dignidad.
- ❑ Llame a las personas por sus nombres propios. No use estereotipos o invente apodos "juguetones".
- ❑ Piense como sus comentarios o acciones pueden percibirse antes de hacer/decir algo.
- ❑ Si tiene cualquier duda, no lo diga o haga.
- ❑ No acose o ejerza coerción sobre sus compañeros de trabajo.

### Qué Debe Evitar:

- ❑ Nada de payasadas.
- ❑ No haga jugarretas o bromas pesadas en el trabajo.
- ❑ Jamás haga bromas o insultos basados en la edad, el sexo, el color, la raza, la religión, la nacionalidad o la discapacidad.
- ❑ Nada de diabluras o travesuras en el trabajo.
- ❑ Las novatadas o requerir que alguien lleve a cabo una tarea sin sentido como "iniciación" es humillante - ¡no lo haga!



CHUCK E. CHEESE'S

CEC Entertainment

Where a Kid can be a Kid

February 16, 2007

# Chuck E. FOCUS



Inside this issue:



## thought of the week...



" Action may not always bring happiness; but there is no happiness without action."

-Benjamin Disraeli

**Magical Hospitality Middleton, NY #524**

**Northern Region ~ Antonio Lagares, Manager**

**Great Leadership From GM ~ Louis Rivers**

I just wanted to take a few moments to let you know how grateful myself and co-workers are for the courtesy, kindness and patience your staff have shown us at the Chuck E. Cheese in Middletown, NY. I work for an agency that provides services for adults with developmental disabilities. Although Chuck E Cheese, known for "where a kid can be a kid", is portrayed for a children's play area, my clients (all adults) are children at heart and have an amazing time when they come to play. What makes our time at Cheese complete is how we are treated not only when we arrive, but during our visit and when we leave. We come to Cheese so often that some of our clients are known by name, greeted with a big smile and even get excited to see some of the staff in particular Gretchen, John and Antonio. Disability or not, Chuck E Cheese should be an environment for all and I would like to thank you and the staff at this particular location for making that possible.

Thank you,

Lauren A. Gilielmi, Family Empowerment Council, INC.

## Making Magical Hospitality

### CEC Makes Magic –Hagerstown, MD #772
**Southeast Region, Nicole Chaney & Amanda Peck, Mgrs**
**Great Leadership From GM ~ Eric Campbell**

We just had a party for our son at your Hagerstown, Maryland location. I want to compliment how nice the service and the entire event was for us. The store manager, Amanda, came and introduced herself which was great. The party hostess, Minta, was too fabulous for words. She was polite, professional and worked very nicely with the kids. We got everything we asked of her in a timely and kind manner. She was always willing to help us and answer any of our questions. I called the store about how wonderful Minta was and they recommended that I pass our comments along. I do not have a last name for her, but if there is any corporate recognition given, Minta certainly deserves it. I would recommend Chuck E. Cheese to anybody for a party. I also liked the extra advantages we received by booking on a Monday night. Thanks for a job well done.

Mr. and Mrs. Darryl Brown

### Magical Hospitality SE Las Vegas, NV #311
**Western Region ~ Catrina Johnston & Lupe Guzman, Managers**
**Great Leadership From GM ~ Cheri Sweeney**

I live in California, but all my nieces and nephews are in Las Vegas. I visit them about every 4-6 weeks and usually take them to Chuck E. Cheese as a treat for good school work, behavior, etc. Their ages are 13, 6, 5, and 3. The reason I visit your store #311 is because of the employees and the service we receive. The employees make sure and make it fun for all ages (adults included) by holding little contests and doing ticket and token tossing. This gets everyone all excited and scrambling for goodies and they make sure and do it by size so the little ones do not get hurt. They also do it with a smile. One employee in particular, Mireya Guevara, nickname Mimi, is exceptional. Not once during my many visits, has she ever been anything but outstanding. Her customer service, whether she is dealing with me or the kids is courteous, respectful and prompt. Her demeanor is always friendly and she goes out of her way t make her customers feel welcome. I have held every "Auntie's" birthday party for my nieces and nephews there. I even had my birthday celebration there this past week and I am 41!!! I just thought it was time for me to let your management know that you have a top notch employee in Mireya and she is the reason I continue to visit and spend money at your establishment. Her smile is inspiring and her enthusiasm refreshing. I wanted to give credit where it is due and I hope you let her know she is well thought of by her customers. The manager there Lupe Guzman is also wonderful. Please make sure they don't go anywhere. Fell free to contact me for more information.

Thank you, Evelyn Fernandez



# Compliments

**Week Ending January 21, 2007**

**Midwest Region:**

604, 960, 2-826, 713, 738, 971

**Western Region:**

329, 429, 307, 311, 453

**Southwest Region:**

2-599, 5-304, 2-31, 950, 584, 891, 943, 962

**Northeast Region:**

524, 526, 628

**Southeast Region:**

2-772, 383, 385, 65

# Complaints

**Week Ending January 21, 2007**

**Midwest Region:**

3-348, 686, 331, 826, 832, 738, 564 77, 855, 82

**Western Region:**

444, 358, 377, 332, 311, 376, 407, 356 422, 405, 405, 761, 338

**Southwest Region:**

599, 928, 935, 510, 565

**Northeast Region:**

501, 755, 467, 3-645, 505, 476, 516, 526 494, 745, 2-101, 743, 552, 540,763, 534

**Southeast Region:**

770, 474, 967, 545, 658, 613, 433, 560, 460

# WEEK 6

## TOP TEN SALES VOLUME

| LOCATION | | | VOLUME |
|---|---|---|---|
| 1 | #446 | Bell / LA | $105,110 |
| 2 | #418 | Sun Valley / LA | $80,006 |
| 3 | #522 | Brooklyn, NY | $73,769 |
| 4 | #453 | Ventura / LA | $73,537 |
| 5 | #591 | Houston/Gulfgate | $71,608 |
| 6 | #523 | Bronx, NY | $71,462 |
| 7 | #377 | Lynwood, CA | $67,389 |
| 8 | #465 | Torrance/ LA | $66,757 |
| 9 | #410 | Sacramento-Arden | $66,349 |
| 10 | #407 | Corona / LA | $65,646 |

## TOP TEN SALES INCREASE

| LOCATION | | % INCREASE |
|---|---|---|
| #402 | Silver Springs, MD | 118.5% |
| #525 | East Hanover, NJ | 100.1% |
| #401 | Gaithersburg, MD | 93.5% |
| #412 | Catonsville, MD | 91.8% |
| #496 | Patchogue, NY | 91.4% |
| #487 | Edison, NJ | 91.1% |
| #470 | Hartford/Newington | 85.5% |
| #542 | Union, NJ | 85.2% |
| #527 | Hempstead, NY | 80.8% |
| #483 | Springfield, PA | 80.65 |

# Business Reminders





**DOL COMPLIANCE**

Locations periodically are audited by the State Department of Labor (DOL). The Department of Labor has the authority to review all personnel files on CEC premises, to view all labor law posters and review time records for all employees. Please be sure you have the most current wage and labor law posters in a conspicuous place in the restaurant which can be viewed by all employees. Violations to labor laws may result in a civil penalty assessment which is charged to the location.

HATS OFF to the following locations who were recently audited by the State DOL and no violations were found:

| | | |
|---|---|---|
| #563 Cordova TN | GM – Eldon Brittmon | DM – David Pippin |
| #663 Johnson City TN | GM – Thomas Kenney | AD – Jim Hamblen |

# Referral Bonus News





4th Quarter Winner:

**PAUL BAINES #832**



2006 Winner for 3 or more Referrals:

**LOUIS DAGUINDEAU #522**



## Rotation of Coca Cola Product

Please remember to rotate your Coca Cola product. On the front of each Bag-in-the-Box is an “enjoy by” date. The earliest dates should be used first. If you have any questions, please feel free to call the Purchasing Department.

# 2 Great Promotions Launching

### DreamWorks and Chuck E. Cheese Partner

We are participating in a cross promotion with DreamWorks Animation on the DVD release of Flushed Away on February 20, 2007. Our promotion runs February through March.

**What We Get:**

There will be two CEC offers #214 & #342 inserted into the DVD. The offers expire 3/31/08 and are as follows:



# Enrollment Form

Chuck E. Care's is a family assistance program established to help employees in times of crises. Thanks to your contributions we have helped many fellow employees with personal tragedies. You can make donations in the form of payroll deductions or personal check. Please complete this form if you are interested in donating and forward it to the Human Resources department. The Company will match your contribution dollar for dollar to a maximum of $20,000.00 per year. Chuck E. Care's is another way to show your support for the wonderful people who truly make a difference every day!

**I would like to contribute to Chuck E. Care's Family Assistance Program to help fellow employees in times of need.**

Name: ______________________________ Location #: ____________________

Social Security #: ________ / ________ / __________

Street Address: ____________________________________________

City: ________________________ State: ______ Zip: ____________________

Donation Amount per Paycheck:

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| ☐ | $1.00 | ☐ | $2.50 | ☐ | $4.00 | ☐ | $10.00 |
| ☐ | $1.50 | ☐ | $3.00 | ☐ | $4.50 | ☐ | $15.00 |
| ☐ | $2.00 | ☐ | $3.50 | ☐ | $5.00 | ☐ | $20.00 |

☐ Other $______

This is a Voluntary Program and is not tax deductible. All money contributed is the sole property of Chuck E. Care's and cannot be refunded. I authorize CEC Entertainment, Inc. to take the above deduction from each paycheck.

______________________________ ______________________________

Signature Date

Mail/Fax to: CHUCK E. CARE'S
Human Resources Department
P.O. Box 152077
Irving, TX 75015
(972) 258-4237

# Message from Marketing…………..

## *FEBRUARY 25, 2007 COUPON PROMOTION*

All stores will be participating in an FSI coupon promotion on February 25, 2007. Coupons will expire on March 31, 2007.
Coupon details by markets are listed below:

| | | | |
|---|---|---|---|
| - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 30 tokens<br>$19.99 | **BUY 40 TOKENS<br>GET 40 TOKENS FREE**<br><br>Get a total of 80 tokens<br>$10.00 | Buy any Large Pizza<br>with 1 topping<br>for only $9.99 | - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 100 tokens<br>$29.99 |

| | | | |
|---|---|---|---|
| ABILENE | DETROIT | LAS VEGAS | ROANOKE |
| ALBANY, GA | DOTHAN | LEXINGTON, KY | ROCKFORD |
| ALEXANDRIA | EL PASO | LINCOLN | SAN DIEGO |
| AMARILLO | ERIE | LITTLE ROCK, AR | SHERMAN |
| ATLANTA | EVANSVILLE | LOS ANGELES | SIOUX CITY |
| AUSTIN | FT. SMITH/FAYETT | LUBBOCK | SIOUX FALLS |
| BATON ROUGE | FT. WAYNE | MACON | SOUTH BEND |
| BEAUMONT | GRAND JUNCTION | MADISON | SPRINGFIELD, IL |
| BIRMINGHAM | GRAND RAPIDS | BROWNSVILLE | SPRINGFIELD, MO |
| BOISE | GREENBAY | MIAMI | TAMPA/ST. PETE |
| BUFFALO | GREENSBORO-W. SALEM | MINNEAPOLIS | TOLEDO |
| CHARLESTON, SC | GREENVILLE, SC | MONTGOMERY | TOPEKA |
| CHARLESTON, WV | HATTISBURG, MS | NEW ORLEANS | TRI-CITIES/JOHNSON CITY |
| CHATTANOOGA, TN | HOUSTON | OMAHA | VICTORIA |
| CHICAGO | HUNTSVILLE | ORLANDO | WACO |
| COLORADO SPRINGS | INDIANAPOLIS | PALM SPRINGS | WEST PALM |
| COLUMBIA, MO | JOHNSTOWN/ALTOONA | PEORIA | WICHITA FALLS |
| COLUMBUS, GA | JOPLIN, MO | PHOENIX | WICHITA, KS |
| DALLAS/FT. WORTH | KNOXVILLE | PITTSBURGH | WILKES/BARRE-SCRANTON |
| DAVENPORT | LACROSSE | PORTLAND, OR | YOUNGSTOWN |
| DAYTON/SPR. | LAFAYETTE | RALEIGH/DURHAM | YUMA/EL CENTRO |
| DENVER | LAKE CHARLES | RAPID CITY, IA | |
| DES MOINES | LANSING | RENO | |

| | | | |
|---|---|---|---|
| - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 30 tokens<br>$20.99 | **BUY 50 TOKENS<br>GET 50 TOKENS FREE**<br><br>Get a total of 100 tokens<br>$12.50 | - 1 large pizza with one or two toppings or Super Combo<br>- 4 regular size soft drinks<br>- 50 tokens<br>$23.99 | - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 100 tokens<br>$29.99 |

**MARKETS:**

| | | | |
|---|---|---|---|
| ANCHORAGE | CINCY | SALINAS/MONTEREY | S BARBARA -S MARIA |
| BAKERSFIELD | NEW YORK | SALISBURY, MD | SEATTLE |
| BALTIMORE | NORFOLK/VA BEACH | SAN FRANCISCO | WASHINGTON DC |

# Message from Marketing………..cont.

| | | | |
|---|---|---|---|
| - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 30 tokens<br>$21.99 | **BUY 50 TOKENS**<br>**GET 50 TOKENS FREE**<br><br>Get a total of 100 tokens<br>$12.50 | - 1 large pizza with one or two toppings or Super Combo<br>- 4 regular size soft drinks<br>- 50 tokens<br>$24.99 | - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 100 tokens<br>$30.99 |

ALBANY, NY
ALBUQUERQUE
BINGHAMPTON
BOSTON
CHARLOTTE, NC
COLUMBUS, OH
FRESNO/VISALIA
GREENVILLE, NC (JAX NC)
HARRISBURG, PA
HARTFORD
JACKSONVILLE
LOUISVILLE
PHILADELPHIA
PORTLAND, ME
PROVIDENCE
RICHMOND
ROCHESTER
SACRAMENTO
SPRINGFIELD, MA
ST. LOUIS
SYRACUSE, NY

| | | | |
|---|---|---|---|
| - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 30 tokens<br>$19.99 | **BUY 40 TOKENS**<br>**GET 40 TOKENS FREE**<br><br>Get a total of 80 tokens<br>$10.00 | - 1 large one topping pizza<br>- 2 regular size soft drinks<br>- 20 tokens<br>$16.99 | - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 100 tokens<br>$29.99 |

**MARKETS:**
AUGUSTA
BILOXI-GULFPORT
BOWLING GREEN
CEDAR RAPIDS
CLEVELAND
COLUMBIA, SC
CORPUS CHRISTI
FLINT/SAGINAW
JACKSON, TN
KANSAS CITY
MEMPHIS
MILWAUKEE
MOBILE/PENSACOLA
NASHVILLE
OKLAHOMA CITY
SAN ANTONIO
SAVANNAH
SHREVEPORT
TULSA
TYLER/LONGVIEW

Call the POS department at 972/258-5451 if you have any questions about your registers. If you have any questions after hours, call 817/870-0744.

Please call Piper Ranne at 972/258-5489 if you have any questions about the coupon promotion.

# Tech Support

Nicktoons Racing video game made by Chicago Games




The Nicktoons Racing game is a PC based video game. If after powering up your game the computer keeps coming on for a moment then shutting off, the problem could be with the power supply located within the computer case. To verify first disconnect everything from the computer except the power cord and video output and see if the computer will boot up. If it does not then open the computer and check the 4 pin power supplies connector. (Yellow +12 volts dc, Black is ground, Red is +5 volts dc). If the computer boots up normally then the problem is external to the computer. The computer +12 volt supply is used not only for the computer but also for the games lamp circuits, coin meter and other items as well. There could be a shorted lamp socket or a pinched wire at the coin door. The computer power supply has a circuit that will detect a short in the +5 and +12 circuit and will not allow it to come on, thus preventing the power supply from destroying itself. There is a interface board located on the right hand side of the cabinet that operates the lamps and other circuits. You can disconnect the different outputs of that board to help isolate the shorted condition.

Another common issue is that there will be a message on the monitor that reads **"the controls seem to be unplugged, please re-plug".** The game only displays this message when any 1 of the pot circuits goes open. The steering, gas, brake and shifter are all read as potentiometers. One end of each is connected to +5 volts, the wipers are each connected to the game port, and the other end is not connected. When this message is displayed, there is a bad connection, the connector to the pots is disconnected or a pot is bad. Once you find the issue the message should go away.

The SPT Technical Support web site has the memo and other technical information related to this game should you need it.

**Please call Chicago Gaming Company at 708 780 0070 should you have any Questions**

CEC Entertainment

Where a Kid can be a Kid

February 16, 2007

# Chuck E. FOCUS



## thought of the week...



" Action may not always bring happiness; but there is no happiness without action."

-Benjamin Disraeli

**Inside this issue:**



### Magical Hospitality Middleton, NY #524
### Northern Region ~ Antonio Lagares, Manager
### Great Leadership From GM ~ Louis Rivers

I just wanted to take a few moments to let you know how grateful myself and co-workers are for the courtesy, kindness and patience your staff have shown us at the Chuck E. Cheese in Middletown, NY. I work for an agency that provides services for adults with developmental disabilities. Although Chuck E Cheese, known for "where a kid can be a kid", is portrayed for a children's play area, my clients (all adults) are children at heart and have an amazing time when they come to play. What makes our time at Cheese complete is how we are treated not only when we arrive, but during our visit and when we leave. We come to Cheese so often that some of our clients are known by name, greeted with a big smile and even get excited to see some of the staff in particular Gretchen, John and Antonio. Disability or not, Chuck E Cheese should be an environment for all and I would like to thank you and the staff at this particular location for making that possible.

Thank you,

Lauren A. Gilielmi, Family Empowerment Council, INC.

## Making Magical Hospitality

### CEC Makes Magic –Hagerstown, MD #772
**Southeast Region, Nicole Chaney & Amanda Peck, Mgrs**
**Great Leadership From GM ~ Eric Campbell**

We just had a party for our son at your Hagerstown, Maryland location. I want to compliment how nice the service and the entire event was for us. The store manager, Amanda, came and introduced herself which was great. The party hostess, Minta, was too fabulous for words. She was polite, professional and worked very nicely with the kids. We got everything we asked of her in a timely and kind manner. She was always willing to help us and answer any of our questions. I called the store about how wonderful Minta was and they recommended that I pass our comments along. I do not have a last name for her, but if there is any corporate recognition given, Minta certainly deserves it. I would recommend Chuck E. Cheese to anybody for a party. I also liked the extra advantages we received by booking on a Monday night. Thanks for a job well done.

Mr. and Mrs. Darryl Brown

### Magical Hospitality SE Las Vegas, NV #311
**Western Region ~ Catrina Johnston & Lupe Guzman, Managers**
**Great Leadership From GM ~ Cheri Sweeney**

I live in California, but all my nieces and nephews are in Las Vegas. I visit them about every 4-6 weeks and usually take them to Chuck E. Cheese as a treat for good school work, behavior, etc. Their ages are 13, 6, 5, and 3. The reason I visit your store #311 is because of the employees and the service we receive. The employees make sure and make it fun for all ages (adults included) by holding little contests and doing ticket and token tossing. This gets everyone all excited and scrambling for goodies and they make sure and do it by size so the little ones do not get hurt. They also do it with a smile. One employee in particular, Mireya Guevara, nickname Mimi, is exceptional. Not once during my many visits, has she ever been anything but outstanding. Her customer service, whether she is dealing with me or the kids is courteous, respectful and prompt. Her demeanor is always friendly and she goes out of her way t make her customers feel welcome. I have held every “Auntie’s” birthday party for my nieces and nephews there. I even had my birthday celebration there this past week and I am 41!!! I just thought it was time for me to let your management know that you have a top notch employee in Mireya and she is the reason I continue to visit and spend money at your establishment. Her smile is inspiring and her enthusiasm refreshing. I wanted to give credit where it is due and I hope you let her know she is well thought of by her customers. The manager there Lupe Guzman is also wonderful. Please make sure they don’t go anywhere. Fell free to contact me for more information.

Thank you, Evelyn Fernandez



# Compliments

**Week Ending January 21, 2007**

**Midwest Region:**

604, 960, 2-826, 713, 738, 971

**Western Region:**

329, 429, 307, 311, 453

**Southwest Region:**

2-599, 5-304, 2-31, 950, 584, 891, 943, 962

**Northeast Region:**

524, 526, 628

**Southeast Region:**

2-772, 383, 385, 65

# Complaints

**Week Ending January 21, 2007**

**Midwest Region:**

3-348, 686, 331, 826, 832, 738, 564 77, 855, 82

**Western Region:**

444, 358, 377, 332, 311, 376, 407, 356 422, 405, 405, 761, 338

**Southwest Region:**

599, 928, 935, 510, 565

**Northeast Region:**

501, 755, 467, 3-645, 505, 476, 516, 526 494, 745, 2-101, 743, 552, 540,763, 534

**Southeast Region:**

770, 474, 967, 545, 658, 613, 433, 560, 460

# WEEK 6

## TOP TEN SALES VOLUME

| LOCATION | | | VOLUME |
|---|---|---|---|
| 1 | #446 | Bell / LA | $105,110 |
| 2 | #418 | Sun Valley / LA | $80,006 |
| 3 | #522 | Brooklyn, NY | $73,769 |
| 4 | #453 | Ventura / LA | $73,537 |
| 5 | #591 | Houston/Gulfgate | $71,608 |
| 6 | #523 | Bronx, NY | $71,462 |
| 7 | #377 | Lynwood, CA | $67,389 |
| 8 | #465 | Torrance/ LA | $66,757 |
| 9 | #410 | Sacramento-Arden | $66,349 |
| 10 | #407 | Corona / LA | $65,646 |

## TOP TEN SALES INCREASE

| LOCATION | | % INCREASE |
|---|---|---|
| #402 | Silver Springs, MD | 118.5% |
| #525 | East Hanover, NJ | 100.1% |
| #401 | Gaithersburg, MD | 93.5% |
| #412 | Catonsville, MD | 91.8% |
| #496 | Patchogue, NY | 91.4% |
| #487 | Edison, NJ | 91.1% |
| #470 | Hartford/Newington | 85.5% |
| #542 | Union, NJ | 85.2% |
| #527 | Hempstead, NY | 80.8% |
| #483 | Springfield, PA | 80.65 |

## Business Reminders





**DOL COMPLIANCE**

Locations periodically are audited by the State Department of Labor (DOL). The Department of Labor has the authority to review all personnel files on CEC premises, to view all labor law posters and review time records for all employees. Please be sure you have the most current wage and labor law posters in a conspicuous place in the restaurant which can be viewed by all employees. Violations to labor laws may result in a civil penalty assessment which is charged to the location.

HATS OFF to the following locations who were recently audited by the State DOL and no violations were found:

| | | |
|---|---|---|
| #563 Cordova TN | GM – Eldon Brittmon | DM – David Pippin |
| #663 Johnson City TN | GM – Thomas Kenney | AD – Jim Hamblen |

# Referral Bonus News







4th Quarter Winner:

**PAUL BAINES #832**

2006 Winner for 3 or more Referrals:

**LOUIS DAGUINDEAU #522**



## Rotation of Coca Cola Product

Please remember to rotate your Coca Cola product. On the front of each Bag-in-the-Box is an "enjoy by" date. The earliest dates should be used first. If you have any questions, please feel free to call the Purchasing Department.

# 2 Great Promotions Launching

### DreamWorks and Chuck E. Cheese Partner

We are participating in a cross promotion with DreamWorks Animation on the DVD release of Flushed Away on February 20, 2007. Our promotion runs February through March.

**What We Get:**

There will be two CEC offers #214 & #342 inserted into the DVD. The offers expire 3/31/08 and are as follows:



**What We Will Do:**

**TABLE TENTS**

Please remove Snack Cheeses and replace with Flushed Away inserts as soon as you receive them.




4578.18 • FLUSHED AWAY (CHUCK E CHEESE TENT) • PARAMOUNT • 1/19/07 • RD.1 • COMP 1

**Minute Maid and Chuck E. Cheese Partner**

We are participating in a cross promotion with Minute Maid.  Chuck E. coupons will be on specially marked packages of Hi-C, Minute Maid Juice Boxes and 64 oz. Punch.

**<u>OFFERS</u>**

The following offers expire 10/31/07

Hi-C Box    #328 10 free tokens with any food purchase




Hi-C Box Front




Inside Hi-C Box

MM Juice Box #104 Super Family Fun Pack – Lg. Pizza 1 or 2 toppings or Super Combo, 4 soft drinks, 30 tokens

#327 Double Token Time – Buy 40 tokens/get 40 tokens free




Juice Box Front




Inside Juice Box

MM Chilled Cartons #213 $18.99 Super Family Fun Pack - Lg. Pizza 1 or 2 toppings or Super Combo, 4 soft drinks, 30 tokens

#340 Double Token Time – Buy 40 tokens/get 40 tokens free
#341 10 free tokens with any food purchase




64 Oz. Chilled Punch

Please remove the New, For Grown Up Tastes tent and replace with these new inserts as soon as you receive them.




Table Tent

Please contact Brenda Holloway at 972/258-4222 if you have any questions or concerns.

# Enrollment Form

Chuck E. Care's is a family assistance program established to help employees in times of crises. Thanks to your contributions we have helped many fellow employees with personal tragedies. You can make donations in the form of payroll deductions or personal check. Please complete this form if you are interested in donating and forward it to the Human Resources department. The Company will match your contribution dollar for dollar to a maximum of $20,000.00 per year. Chuck E. Care's is another way to show your support for the wonderful people who truly make a difference every day!

**I would like to contribute to Chuck E. Care's Family Assistance Program to help fellow employees in times of need.**

Name: ______________________________ Location #: ____________________

Social Security #: _______ / _______ / ________

Street Address: ________________________________________________

City: __________________________ State: ______ Zip: ____________________

Donation Amount per Paycheck:

| | | | |
|---|---|---|---|
| ☐ $1.00 | ☐ $2.50 | ☐ $4.00 | ☐ $10.00 |
| ☐ $1.50 | ☐ $3.00 | ☐ $4.50 | ☐ $15.00 |
| ☐ $2.00 | ☐ $3.50 | ☐ $5.00 | ☐ $20.00 |

☐ Other $______

This is a Voluntary Program and is not tax deductible. All money contributed is the sole property of Chuck E. Care's and cannot be refunded. I authorize CEC Entertainment, Inc. to take the above deduction from each paycheck.

______________________________ ______________________________

Signature Date

Mail/Fax to: CHUCK E. CARE'S
Human Resources Department
P.O. Box 152077
Irving, TX 75015
(972) 258-4237

## Message from Marketing…………..

# *FEBRUARY 25, 2007 COUPON PROMOTION*

All stores will be participating in an FSI coupon promotion on February 25, 2007. Coupons will expire on Coupon details by markets are listed below:

| | | | |
|---|---|---|---|
| - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 30 tokens<br>$19.99 | **BUY 40 TOKENS<br>GET 40 TOKENS FREE**<br><br>Get a total of 80 tokens<br>$10.00 | Buy any Large Pizza<br>with 1 topping<br>for only $9.99 | - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 100 tokens<br>$29.99 |

| | | | |
|---|---|---|---|
| ABILENE | DETROIT | LAS VEGAS | ROANOKE |
| ALBANY, GA | DOTHAN | LEXINGTON, KY | ROCKFORD |
| ALEXANDRIA | EL PASO | LINCOLN | SAN DIEGO |
| AMARILLO | ERIE | LITTLE ROCK, AR | SHERMAN |
| ATLANTA | EVANSVILLE | LOS ANGELES | SIOUX CITY |
| AUSTIN | FT. SMITH/FAYETT | LUBBOCK | SIOUX FALLS |
| BATON ROUGE | FT. WAYNE | MACON | SOUTH BEND |
| BEAUMONT | GRAND JUNCTION | MADISON | SPRINGFIELD, IL |
| BIRMINGHAM | GRAND RAPIDS | BROWNSVILLE | SPRINGFIELD, MO |
| BOISE | GREENBAY | MIAMI | TAMPA/ST. PETE |
| BUFFALO | GREENSBORO-W. SALEM | MINNEAPOLIS | TOLEDO |
| CHARLESTON, SC | GREENVILLE, SC | MONTGOMERY | TOPEKA |
| CHARLESTON, WV | HATTISBURG, MS | NEW ORLEANS | TRI-CITIES/JOHNSON CITY |
| CHATTANOOGA, TN | HOUSTON | OMAHA | VICTORIA |
| CHICAGO | HUNTSVILLE | ORLANDO | WACO |
| COLORADO SPRINGS | INDIANAPOLIS | PALM SPRINGS | WEST PALM |
| COLUMBIA, MO | JOHNSTOWN/ALTOONA | PEORIA | WICHITA FALLS |
| COLUMBUS, GA | JOPLIN, MO | PHOENIX | WICHITA, KS |
| DALLAS/FT. WORTH | KNOXVILLE | PITTSBURGH | WILKES/BARRE-SCRANTON |
| DAVENPORT | LACROSSE | PORTLAND, OR | YOUNGSTOWN |
| DAYTON/SPR. | LAFAYETTE | RALEIGH/DURHAM | YUMA/EL CENTRO |
| DENVER | LAKE CHARLES | RAPID CITY, IA | |
| DES MOINES | LANSING | RENO | |

| | | | |
|---|---|---|---|
| - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 30 tokens<br>$20.99 | **BUY 50 TOKENS<br>GET 50 TOKENS FREE**<br><br>Get a total of 100 tokens<br>$12.50 | - 1 large pizza with one or two toppings or Super Combo<br>- 4 regular size soft drinks<br>- 50 tokens<br>$23.99 | - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 100 tokens<br>$29.99 |

**MARKETS:**

| | | | |
|---|---|---|---|
| ANCHORAGE | CINCY | SALINAS/MONTEREY | S BARBARA -S MARIA |
| BAKERSFIELD | NEW YORK | SALISBURY, MD | SEATTLE |
| BALTIMORE | NORFOLK/VA BEACH | SAN FRANCISCO | WASHINGTON DC |

# Message from Marketing…………..cont.

| | | | |
|---|---|---|---|
| - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 30 tokens<br>$21.99 | **BUY 50 TOKENS**<br>**GET 50 TOKENS FREE**<br><br>Get a total of 100 tokens<br>$12.50 | - 1 large pizza with one or two toppings or Super Combo<br>- 4 regular size soft drinks<br>- 50 tokens<br>$24.99 | - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 100 tokens<br>$30.99 |

ALBANY, NY
ALBUQUERQUE
BINGHAMPTON
BOSTON
CHARLOTTE, NC
COLUMBUS, OH
FRESNO/VISALIA
GREENVILLE, NC (JAX NC)
HARRISBURG, PA
HARTFORD
JACKSONVILLE
LOUISVILLE
PHILADELPHIA
PORTLAND, ME
PROVIDENCE
RICHMOND
ROCHESTER
SACRAMENTO
SPRINGFIELD, MA
ST. LOUIS
SYRACUSE, NY

| | | | |
|---|---|---|---|
| - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 30 tokens<br>$19.99 | **BUY 40 TOKENS**<br>**GET 40 TOKENS FREE**<br><br>Get a total of 80 tokens<br>$10.00 | - 1 large one topping pizza<br>- 2 regular size soft drinks<br>- 20 tokens<br>$16.99 | - 1 large pizza with one or two toppings or Super Combo<br>- 4 drinks<br>- 100 tokens<br>$29.99 |

**MARKETS:**

AUGUSTA
BILOXI-GULFPORT
BOWLING GREEN
CEDAR RAPIDS
CLEVELAND
COLUMBIA, SC
CORPUS CHRISTI
FLINT/SAGINAW
JACKSON, TN
KANSAS CITY
MEMPHIS
MILWAUKEE
MOBILE/PENSACOLA
NASHVILLE
OKLAHOMA CITY
SAN ANTONIO
SAVANNAH
SHREVEPORT
TULSA
TYLER/LONGVIEW

Call the POS department at 972/258-5451 if you have any questions about your registers. If you have any questions after hours, call 817/870-0744.

Please call Piper Ranne at 972/258-5489 if you have any questions about the coupon promotion.

# Tech Support

Nicktoons Racing video game made by Chicago Games




The Nicktoons Racing game is a PC based video game. If after powering up your game the computer keeps coming on for a moment then shutting off, the problem could be with the power supply located within the computer case. To verify first disconnect everything from the computer except the power cord and video output and see if the computer will boot up. If it does not then open the computer and check the 4 pin power supplies connector. (Yellow +12 volts dc, Black is ground, Red is +5 volts dc). If the computer boots up normally then the problem is external to the computer. The computer +12 volt supply is used not only for the computer but also for the games lamp circuits, coin meter and other items as well. There could be a shorted lamp socket or a pinched wire at the coin door. The computer power supply has a circuit that will detect a short in the +5 and +12 circuit and will not allow it to come on, thus preventing the power supply from destroying itself. There is a interface board located on the right hand side of the cabinet that operates the lamps and other circuits. You can disconnect the different outputs of that board to help isolate the shorted condition.

Another common issue is that there will be a message on the monitor that reads **“the controls seem to be unplugged, please re-plug”.** The game only displays this message when any 1 of the pot circuits goes open. The steering, gas, brake and shifter are all read as potentiometers. One end of each is connected to +5 volts, the wipers are each connected to the game port, and the other end is not connected. When this message is displayed, there is a bad connection, the connector to the pots is disconnected or a pot is bad. Once you find the issue the message should go away.

The SPT Technical Support web site has the memo and other technical information related to this game should you need it.

**Please call Chicago Gaming Company at 708 780 0070 should you have any Questions**

CEC Entertainment

Where a Kid can be a Kid

February 23, 2007

# Chuck E. FOCUS



## thought of the week...



" The best way you can predict your future is to create it."

-Stephen Covey

**Inside this issue:**



**Magical Hospitality Greenville, SC #968**
**Southeast Region ~ Liesbeth Vanacaree & Shawn Simpkins, Mgrs**
**Great Leadership From GM ~ Marcus Scarabino**

I just wanted to take time to tell you what a wonderful experience I had with my host for my son's birthday party today. I do not remember his name, he was a young male, very sweet and very helpful. The host name on my receipt says Shada but I am not sure if that is correct. Our party was at noon on 2-3-07 (Jay Styles). I have had parties there the past three years, but this host was special, he was on time, smiling, helpful, and concerned for our needs. The management was super nice and checked on us several times. Today CEC helped to make my son's birthday extra special and I want to say thank you!!

Jennifer Styles

## CEC Makes Magic –York, PA #965
### Northern Region, Heather Blymire & Nikki Boyer, Mgrs
### Great Leadership From GM ~ Lawrence Handschuma

My son and I visited your East York store Sunday afternoon for a birthday party. I wrote you two letters last year regarding my visits to this same store. They were not positive ones. I had issues with your kid check system. I am happy to tell you that as always our experience in the store was wonderful! As we were leaving I must confess I was nervous. I watched the people in front of me head for the door. The girl at the door was helping another customer, so I thought, here we go again. However, she excused herself and stopped them to check their hands. I was very, very happy. When my son and I left she checked ours as well. I am very happy about the quick response to my letters and the progress that is obviously happening.

Sincerely,

Cathy Grove



## Magical Hospitality North Richland Hills, TX #579
### Southwest Region ~ Jeffery Deats, Manager
### Great Leadership From GM ~ Carrie Andrade

I am hoping this makes it to the right place. I would like to give great kudos to some of your employees at one of your stores. My mother-in-law and I took my five kids to your store on Saturday, January 13th for family play time. It was really busy and everyone seemed to be working really hard. They found us a seat and even helped my mother-in-law with getting all the drinks while I sat with my newborn. This is when it got scary. I could not leave my table because of the baby so my M-I-L was with the other four playing games. Well, when she came back to the table she was short one. My three year old. I panicked , handed the baby to my mother-in-law and started screaming for Sam. I was in tears and yelling (yes I am so embarrassed and feel so bad for the girl) at the front door. That is when the manager Carrie came and asked me if she could help. So like a crazy lady, I started screaming at her too. I was just scared. She handled me so well, she calmed me down and promised she would help me find Sam. She sent one of the employees Stephanie into the tubes and thank God he was up there. I apologized to all of them, but a scared mom is nothing short of a loon! Anyhow, thank you for listening and please let anyone who needs to know that those guys have what it takes to run a great place.

, M. Richards (Hurst, TX)



# WEEK 7

## Compliments

**Week Ending February 18, 2007**

**Midwest Region:**

793, 738, 948, 77

**Western Region:**

311, 451

**Southwest Region:**

**10x599**, 2-31, 584, 950

**Northeast Region:**

542, 457, 500, 519, 487, 646, 839
520, 521, 520, 965, 455

**Southeast Region:**

545, 121, 704, 560

## Complaints

**Week Ending February 18, 2007**

**Midwest Region:**

59, 58, 685, 97, 678, 724, 319, 53, 336
832, 847, 971, 970, 360, 82

**Western Region:**

786, 416, 462, 852

**Southwest Region:**

301, 742, 949, 35, 962, 962

**Northeast Region:**

542, 501, 472, 468, 645, 510, 487, 476
513, 494, 928, 536

**Southeast Region:**

474, 56, 718, 435, 437, 704

## TOP TEN SALES VOLUME

| LOCATION | | | VOLUME |
|---|---|---|---|
| 1 | #446 | Bell / LA | $109,613 |
| 2 | #418 | Sun Valley / LA | $81,109 |
| 3 | #453 | Ventura / LA | $77,900 |
| 4 | #522 | Brooklyn, NY | $72,361 |
| 5 | #377 | Lynnwood, CA | $72,011 |
| 6 | #439 | National City / San D | $71,498 |
| 7 | #465 | Torrance / LA | $68,013 |
| 8 | #591 | Houston / Gulfgate | $67,589 |
| 9 | #634 | Glendale, CA | $66,148 |
| 10 | #410 | Sacramento –Arden | $66,024 |

## TOP TEN SALES INCREASE

| LOCATION | | % INCREASE |
|---|---|---|
| #302 | Fayetteville, AR | 209.7% |
| #304 | North Little Rock, AR | 172.5% |
| #303 | Little Rock, AR | 127.6% |
| #889 | Northwest Hwy /OKC | 113.8% |
| #564 | Horn Lake, MS | 109.5% |
| #970 | Memphis, TN | 101.2% |
| #971 | North Memphis, TN | 89.9% |
| #891 | Tulsa-Crossing Oaks | 84.2% |
| #563 | Memphis/Cordova | 59.5% |
| #888 | Towne South /OKC | 52.6% |

**Business Reminders**



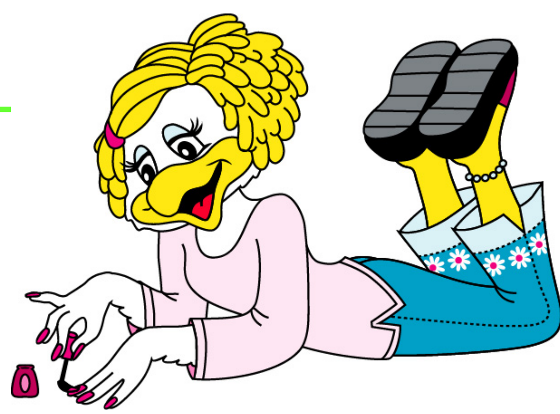
# From HR...

## Appearance Standards

Appearance standards should be strictly and consistently enforced amongst both the Management and Cast Members. An employee's appearance is a direct reflection on CEC's professionalism, and we encourage and expect a professional appearance. Please refer to the Restaurant Operations Management Employee Handbook and/ or the Star Cast Member Handbook for more information concerning CEC's Appearance Standards.

Additionally, all job applicants should be informed of CEC's Appearance standards at the time of their interview. It is not acceptable to wait until after they have been hired. This allows the opportunity to immediately address any issues with the applicant, such as tattoos, body piercing etc.

Our appearance will make a lasting impression on each guest you come into contact with: therefore, the manager on duty will inspect your uniform daily to insure that it meets or exceeds CEC standards in the areas of cleanliness, accuracy, and neatness.



# Note from Purchasing..

The New Straw / Lid Stands are on the way. You will receive four different boxes, one box for each stand, and one box for each straw dispenser. Make sure that you have all four pieces before discarding your old units.




**Projected Rollout Schedule by Region:**

Southwest: Feb 15 – Feb 23

Western: Feb 19 – Mar 2

Southeast: Feb 26 – Mar 5

Midwest: Mar 1 – Mar 9

Northern: Mar 5 – Mar 9

**The benefits of these new units include:**

- More storage capacity. A set will store up to 300 lids and 1,000 straws.
- Reduced straw waste and jamming. This will not only reduce paper cost, but will be much less frustrating for our guests and operators.
- Covered lid compartments will allow us to store lids upside down, which makes them much easier to remove. Again less waste and frustration.

If you have any questions or would like additional information, please give ole purchasing a call at 972-258-5550.

# A Message from Marketing

## Gift Card Displays

We have received feedback from locations about losing inactivated gift cards off the display. Here is a suggestion to all locations on using your gift card display. Instead of cards use the carriers. In this display we used a total of ten carriers. There are eight in the back, four on each side to fill up the slots, and two up front. In the first picture you will notice that the two front carriers are open over the bar. Resulting in a nice presentation shown in the second picture. If your losing carriers then you can punch a small hole in the bottom of the first two carriers and with ties secure the two cards to the display.







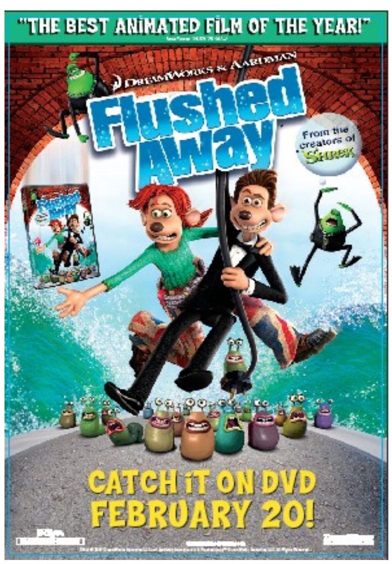
**Questions**

Please contact the Marketing department at [marketing@cecentertainment.com](mailto:marketing@cecentertainment.com) or call us at 972-258-5413.

## TABLE TENTS

Please remove the Snack Cheeses and New, For Grown Up Tastes and replace with these new inserts.




## REORDERS / QUESTIONS?

You can place re-orders on these materials by calling Purchasing at 972-258-5550

Please contact the Marketing department at 972-257-3056 for any questions on the materials

***Please note our Canadian locations will not be receiving any new table tent inserts.**



# Tech Support

## CEC Hoops Game made by I.C.E. – L.E.D Displays

It has been found that at times the score displays may develop missing segments or fall out completely. These large L.E.D. displays are soldered to a board and then mounted to the wood frame. After a period of time, the vibration of game play may cause cold solder connections or solder failures on the L.E.D. display resulting in missing segments. In some cases the display may fall out completely.

A small rubber “shock absorber” and an improved L.E.D. Display board have been created by I.C.E. to help resolve this issue.

All units built after 02/12/07 will already have this improvement. If you are having this issue you may contact I.C.E. directly to receive the updated display with the rubber shock absorbers. Each game will require two displays one for the left and the right sides of the game. Also a serial number of the game is required when you place the order and will be shipped UPS blue at no charge. The kits will be charged as an advance replacement until the old displays are returned for credit. Please make sure that the items shipped back are clearly marked from your location to receive the proper credit. **The part # for the kit is NBUPDATEBB**.

If you are not having issues with the score display and want to have the Rubber shock absorbers as a preventive maintenance measure, you can order just the rubber shock absorbers at no charge.

Please call I.C.E. at 716-759-0360 to place your order or if you have any questions.

Please remember that this memo and others like will always be posted on the SPT Technical Support web site. bbs.cecentertainment.com

THINK SAFETY FIRST!

03/07

CLEAN UP YOUR ACT

# Know How to Keep Our Food Safe



Keep food preparation surfaces clean and in good condition.

Mantenga todas las superficies de preparación de los alimentos limpias y en buenas condición.




Notify your Manager immediately if a Guest finds a foreign object in his/her food.

Notifique inmediatamente a su gerente si un cliente encuentra un objeto extraño en su comida.

# Conosca Como Mantener Nuestro Alimento Seguro



03/07

# Know How to Keep Our Food Safe

# Conosca Como Mantener Nuestro Alimento Seguro




## BACKGROUND INFORMATION

Proper food handling and preparation are mandatory in preventing serious illness of Guests and Cast Members. Stress to all Cast Members that food safety starts with personal hygiene, correct food storage and proper food serving. The safety of our Guests and Cast Members is vital to our success.

## INFORMACIÓN PREVIA

El manejo y la preparación adecuada de los alimentos son obligatorios para prevenir graves enfermedades a nuestros clientes y empleados. Enfatice a todos los empleados que la seguridad de los alimentos comienza con la higiene personal, el almacenamiento adecuado de los alimentos y el servir correctamente los mismos. La seguridad de nuestros clientes y empleados es vital para nuestro éxito.

## DISCUSSION POINTS

- Remind Cast Members to practice FIFO, First In - First Out, when storing new food items.
- Remind Cast Members to use Day Dots to identify days product should be rotated and used.
- Remind Cast Members about FAT-TOM to reduce bacterial growth in food.
  - F = High protein foods
  - A = Foods low in acid
  - T = Food that should not be in temperature danger zone for more than 4 hours.
  - T = Temperature Danger Zone is 41° F to 140° F.
  - O = Some bacteria requires oxygen to grow.
  - M= Potentially hazardous foods have high water activity levels.
- Use FAT-TOM to guard against bacterial growth in potentially hazardous foods.
- Always wash your hands before preparing any food items.
- Keep all surfaces clean and in good condition.
- Make sure all food is free of foreign objects.
- Store chemicals away from food preparation and storage areas.
- Contact your Manager immediately if a Guest finds a foreign object in his/hers food.

## PUNTOS PARA LA DISCUSIÓN

- Recuerde al empleado que debe practicar FIFO, First In-First Out (Primero en entrar - primero en salir) cuando almacene los nuevos artículos de alimentos.
- Recuerde al empleado que debe utilizar los Day Dots (Puntos para Días) para identificar los días que deben ser alternados y utilizados los productos.
- Recuerde a los empleados acerca de FAT-TOM para reducir el crecimiento de bacterias en los alimentos.
  - F – Alimentos de alto contenido en proteínas.
  - A – Alimentos de bajo contenido ácido.
  - T – Alimento que no debe permanece en la zona de peligro de la temperatura por más de 4 horas.
  - T – La zona de peligro de la temperatura es de 41F a 140F.
  - O – Algunas bacterias necesitan del oxígeno para crecer.
  - M – Los alimentos que presentan un riesgo potencial tienen grandes niveles de actividad de agua.
- Utilice FAT-TOM para proteger los alimentos que presentan un riesgo potencial del crecimiento bacteriano.
- Antes de preparar cualquier tipo de alimentos siempre lávese las manos.
- Mantenga todas las superficies limpias y en buenas condiciones.
- Asegúrese que todos los alimentos estén libres de objetos extraños.
- Almacene los productos químicos lejos de áreas de preparación de alimentos y almacenamiento.
- Notifique inmediatamente a su gerente si un cliente encuentra un objeto extraño en su comida.



CHUCK E. CHEESE'S.

# CHUCK E. FOCUS - FEBRUARY 2007 ISSUES
(FIVE ISSUES - 2/2/07, 2/9/07, 2/16/07, 2/16/07 *REVISED*, 2/23/07)

Date of Origin: 2007
Archived: 5-30-12
Submission by Steve
Version 1.0